

FALL INTO LISTINGS

3 Week Listing Prospecting System

- **Step One: Identify 25 listing prospects.**
 - Get the mailing addresses and if possible the names of each homeowner.
- **Step Two: Prepare the mailings.**
 - Address and add postage all 75 envelopes—3 for each address (or 4 if you select the additional luxury flyer)
 - Insert your business card to each flyer. *(very important!)*
 - Add some personalized flair to each flyer—use a Post-It note and a bright red pen to write a message to each prospect.
- **Step Three: Drop the mailers at the post office.**
 - Send the mailers on October 11th, 18th and 25th.
- **Step Four: October is Social Posting Time:**
 - Use the month to post 3 messages each week.
- **Step Five: Send your text messages.**
 - Use the weeks of October 7th and October 14th to deliver 50-100 prospecting text messages to your target audience.
 - Don't hold back!



GOOD LUCK